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09/205,653

APPLICANT

ELDERING ET AL.

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INFORMATION DISCLOSURE CITATION

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EXAMINER INITIAL		DOCUMENT NUMBER								DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
W	AI	4	7	4	5	5	4	9		05/88	Hashimoto	364	402	
	AJ	5	7	4	0	5	4	9		04/98	Reilly et al.	705	14	
	AK	5	4	1	0	3	4	4		04/95	Graves et al.	348	1	
	AL	5	7	4	9	0	8	1		05/98	Whiteis	707	102	
	AM	6	0	1	2	0	5	1		01/00	Sammon, Jr. et al.	706	52	
	AN	5	7	1	0	8	8	4		01/98	Dedrick	395	200.47	
	AO	5	7	9	6	9	5	2		08/98	Davis et al.	395	200.54	
	AP	6	0	0	5	5	9	7		12/99	Barrett et al.	348	1	
	AQ	5	9	4	8	0	6	1		09/99	Merriman et al.	709	219	
	AR	5	7	6	1	6	0	1		06/98	Nemirofsky et al.	455	3.1	
V	AS	4	6	0	2	2	7	9		07/86	Freeman	358	86	

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER								DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
														YES	NO
W	CA	9	9	0	4	1	6	6		09/99	WO				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

W	BI	IEEE Publication "A Framework for Targeting Banner Advertising on the Internet", by Gallagher, K. and Parsons, J., January 1997, 12 pages.

XAMINER	Uyen Le	DATE CONSIDERED
		22 Dec 00

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iu	AT	5	4	4	6	9	1	9	08/95	Wilkins	455	6.2	
	AU	5	1	5	5	5	9	1	10/92	Wachob	358	86	
	AV	5	7	7	4	1	7	0	06/98	Hite et al.	348	9	
	AW	5	5	6	5	9	0	9	10/96	Thibadeau et al.	348	9	
	AX	5	0	9	9	3	1	9	03/92	Esch et al.	358	86	
	AY	5	3	1	9	4	5	5	06/94	Hoarty et al.	348	7	
	AZ	5	9	9	1	7	3	5	11/99	Gerace	705	10	
	AAA	5	9	7	4	3	9	6	10/99	Anderson et al.	705	10	
	ABB	5	8	4	8	3	9	6	12/98	Gerace	705	10	
	ACC	5	7	6	1	6	6	2	06/98	Dasan	707	10	
✓	ADD	5	6	3	6	3	4	6	06/97	Saxe	395	201	

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